

A STUDY ON EMPLOYEE SATISFACTION AND ITS EFFECT ON LOGISTICS PERFORMANCE AT TKS EXPORTS, ODDANCHATRAM, DINDIGUL

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Abstract—In today's highly competitive and dynamic business environment, research plays an essential role in understanding, analyzing, and enhancing organizational performance. Particularly in sectors like logistics, where operational precision and timely delivery are paramount, studying internal organizational factors becomes vital. Among these, employee satisfaction has emerged as a critical determinant of efficiency, productivity, and overall success. The present study titled "A Study on Employee Satisfaction and Its Effect on Logistics Performance at TKS Exporters, Oddanchatram, Dindigul District" aims to explore the relationship between workforce satisfaction and logistics outcomes in an export-driven environment.

INTRODUCTION

In today's highly competitive business environment, logistics has emerged as a critical function that determines the efficiency and sustainability of an organization. Particularly in export-oriented firms like TKS Exports, which is based in Oddanchatram in the Dindigul District, the performance of the logistics sector directly influences not only customer satisfaction but also market credibility and profitability. However, the effectiveness of logistics performance cannot be analyzed in isolation, it is intricately tied to one of the most vital internal factors: employee satisfaction.

Employee satisfaction refers to the level of contentment employees feel towards their jobs and work environment. It encompasses a range of elements such as compensation, job security, work-life balance, opportunities for professional growth, management support, recognition, and the nature of the work itself. When employees feel valued, motivated, and supported, they are more likely to engage positively with their work, which in turn leads to higher levels of productivity, reduced absenteeism, and improved operational outcomes.

OBJECTIVES OF THE STUDY

- To know the level of employee satisfaction at TKS Exports.
- To identify the major factors contributing to employee satisfaction, such as work environment, salary, communication, and career growth.
- To evaluate the performance of logistics activities within the organization.
- To examine the influence of employee satisfaction on logistics efficiency and output.

NEED OF THE STUDY

In today's competitive and dynamic business environment, the success of logistics operations largely depends on the efficiency and commitment of the workforce. Employee satisfaction plays a crucial role in enhancing organizational productivity, especially in logistics where timely delivery, accuracy, and coordination are essential. Dissatisfied employees can lead to delays, errors, and inefficiencies in the supply chain, ultimately affecting customer satisfaction and organizational reputation.

HYPOTHESIS

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. You ask a question, read up on what has been studied before, and then form a hypothesis. There are two type of hypothesis

- Null Hypothesis
- Alternative hypothesis

NULL HYPOTHESIS (H₀):

There is no significant relationship between employee satisfaction and logistics performance.

ALTERNATE HYPOTHESIS (H₁)

There is a significant relationship between employee satisfaction and logistics performance.

TOOLS FOR ANALYSIS

The research study has used SPSS Tool (Statistical Package for the Social Sciences) is a software tool used for statistical analysis in social science. It helps users manage data, perform complex statistical tests and generate reports or visualizations. SPSS is known for its user-friendly interface, making it easier for researchers and analysts to interpret data and make informed decisions. Various tools are used in the research which are as follow, Percentage Analysis, Chi – Square, Correlation Analysis.

LIMITATIONS OF THE STUDY

- The study was limited to the employees of TKS Exports, and findings may not be generalized to other organizations.
- Due to work pressure, some employees were unable to provide complete or timely responses.
- The scope was confined to only 120 respondents, which might not reflect the views of the entire workforce.
- Some respondents were unwilling to share their genuine opinions, and a few were unaware of certain organizational processes.

COMPANY PROFILE

TKS Exports is a prominent agricultural export enterprise located in Oddanchatram, a well-known vegetable trading hub in the Dindigul district of Tamil Nadu. Established with a focus on promoting Indian agricultural produce globally, the company plays a significant role in linking regional farmers to international markets. Oddanchatram's unique advantage lies in its fertile soils, favorable weather conditions, and dense farming population, making it one of Tamil Nadu's highest vegetable-producing belts. TKS Exports leverages these regional strengths to offer a wide range of fresh fruits and vegetables to various overseas destinations.

ANALYSIS AND INTERPRETATION OF DATA

CORRELATION TEST

Correlations						
		7)How satisfied are you with your current job in logistics?	15)what are the most common workplace challenges you face?	19)What motivates you the most at work (select all that apply)	22)How does job dissatisfaction impact logistics performance (select all that apply)	23)Do you feel motivated to perform your best at work?
	Pearson Correlation	1	.247**	-.065	.110	.028

7)How satisfied are you with your current job in logistics?	Sig. (2-tailed)		.006	.477	.226	.760
	N	122	122	122	122	122
15)what are the most common workplace challenges you face	Pearson Correlation	.247**	1	.311**	.246**	.041
	Sig. (2-tailed)	.006		.000	.006	.656
	N	122	122	122	122	122
19)What motivates you the most at work (select all that apply	Pearson Correlation	-.065	.311**	1	.257**	.083
	Sig. (2-tailed)	.477	.000		.004	.363
	N	122	122	122	122	122
22)How does job dissatisfaction impact logistics performance (select all that apply)	Pearson Correlation	.110	.246**	.257**	1	.320**
	Sig. (2-tailed)	.226	.006	.004		.000
	N	122	122	122	122	122
23)Do you feel motivated to perform your best at work?	Pearson Correlation	.028	.041	.083	.320**	1
	Sig. (2-tailed)	.760	.656	.363	.000	
	N	122	122	122	122	122
**. Correlation is significant at the 0.01 level (2-tailed).						

The Pearson correlation coefficient between Experience and Rate Selection Policy is 0.963, indicating a very strong positive relationship. This correlation is statistically significant at the 0.01 level (1-tailed), based on responses from 103 to 104 participants. The results suggest that as individuals gain more experience, their alignment with or effectiveness in rate selection policy also tends to increase. This finding highlights the strong connection between professional experience and informed decision-making in rate selection, emphasizing the value of experience in shaping policy-related judgments.

It is inferred that there is a statistically significant positive correlation between job satisfaction and workplace challenges faced ($r = 0.247$, $p = 0.006$), indicating that as job satisfaction changes, perceptions of workplace challenges also tend to vary. Additionally, a significant positive correlation is observed between workplace challenges and factors that motivate employees ($r = 0.311$, $p < 0.01$), and between workplace challenges and the perceived impact of job dissatisfaction on logistics performance ($r = 0.246$, $p = 0.006$). There is also a significant positive correlation between what motivates employees and how job dissatisfaction impacts logistics performance ($r = 0.257$, $p = 0.004$), as well as a strong positive correlation between job dissatisfaction's impact and employee motivation to perform ($r = 0.320$, $p < 0.01$). However, no significant correlation was found between overall job satisfaction and motivation to perform ($r = 0.028$, $p = 0.760$), indicating that motivation levels may be influenced more by other factors.

FINDINGS

- The majority 42.6% of the respondents are very satisfied with the communication between employees and management.
- The majority 47.5% of the respondents rated their physical working conditions as excellent.
- The majority 62.3% of the respondents feel safe while performing their job.
- The majority 44.3% of the respondents face a lack of safety measures in their workplace.

- The majority 63.1% of the respondents feel that their employer provides sufficient safety training and equipment regularly.
- The majority 48.4% of the respondents strongly agree that job satisfaction positively affects their productivity and performance.

SUGGESTIONS

- The organization can offer career development and training programs tailored to young professionals seeking growth and upskilling.
- Promote diversity and inclusion by implementing hiring policies aimed at increasing female representation.
- Offer flexible schedules or remote work options where possible to enhance work-life balance.
- Regularly review and benchmark compensation packages to ensure continued alignment with market standards.
- The organization can initiate recognition programs such as “Employee of the Month” or spot bonuses.

CONCLUSION

The study on employee satisfaction and safety at TKS exports demonstrates a largely positive trend in work environment, peer interaction, and motivational aspects. However, areas such as welfare facilities, employee engagement, and uniformity in safety measures require closer attention. Through consistent training, enhanced communication, and active employee involvement, the organization can elevate overall satisfaction and productivity. By aligning with employee expectations and systematically refining its welfare and safety strategies, the company can ensure a stable, motivated, and high-performing workforce.

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